

ABSTRACT OF THE DISCLOSURE

An advertisement provider transmits advertising data to, for example, a WWW (World Wide Web) server from a terminal and the WWW server transmits the advertising data to a user terminal through a communication network such as the Internet. Advertisement charges to the advertisement provider are changed according to transmitting time period, and charges to the user are changed according to the transmitting time period. The advertisement charges or the user charges may be increased or decreased according to the number of accesses.